



Sponsorship Tip Sheet

Sponsors support your event both financially and with other resources. Sponsorship differs from fundraising in that it provides a mutually beneficial relationship, rather than just economic support. Be sure to your event materials adequately recognize and thank your sponsors.

Recruiting Sponsors

START EARLY!

- Brainstorm a list of potential sponsors – include any contacts/affiliations from the core planning team
- Determine who will be responsible for securing sponsorship. This can be the assignment of all core team members or just one or two.
- Identify the best method to approach the potential sponsors – the Event Overview in the online toolkit may be helpful during this process
 - Face to face meeting
 - Letter
 - Phone call
- Create a contract outlining the terms of agreement for the sponsorship
 - Monetary
 - Ex – local hospital donation with logo on banners, etc
 - In kind
 - Ex - Food provided by local restaurant
 - Donation of promotional materials
 - Ex - Health department provides pens